FNP Sales Analysis

Executive Summary – Sales & Operations Performance Analysis

This project presents a comprehensive sales and operational performance analysis based on order, revenue, delivery, and customer behavior data. The analysis is supported by an interactive dashboard that consolidates financial KPIs, temporal trends, geographic demand, product performance, and operational efficiency metrics.

Overall Business Performance

The business generated **₹3.52 million in total revenue** from **1,000 orders**, resulting in an **average order expense of ₹3,520.98**. These figures indicate a healthy mid-range order value, suggesting balanced pricing and customer willingness to spend across product categories. The revenue concentration across a relatively limited number of orders highlights the importance of customer retention and repeat purchase strategies.

Delivery Performance & Operational Efficiency

The **average delivery time stands at 5.53 days**, reflecting a moderately efficient fulfilment process. A key operational insight from the analysis is the **correlation between order quantity and delivery time**, which is **0.0034**—effectively zero. This indicates that **delivery timelines are not impacted by order volume**, suggesting that logistics capacity is well-scaled and operational bottlenecks do not increase with higher demand. From a management perspective, this is a strong indicator of operational stability and scalability.

Revenue Trends & Seasonality

Revenue exhibits clear **seasonal behavior**, with strong peaks around **February and August**, and a noticeable uplift again towards **November**. These spikes align closely with **occasion-based purchasing patterns**, indicating that revenue is driven more by calendar events and festivals than by steady month-over-month growth. This insight supports targeted marketing campaigns and inventory planning around high-demand months rather than uniform distribution throughout the year.

Occasion-Based Revenue Contribution

Occasions such as **Anniversary, Raksha Bandhan, and Holi** contribute disproportionately higher revenue compared to others like **Valentine's Day and Diwali**. This suggests that customer purchasing behavior is more strongly influenced by **relationship-driven and family-oriented occasions** rather than purely commercial or gifting holidays. Strategically, this opens opportunities for curated bundles and premium offerings tailored to these high-performing occasions.

Geographic Demand Patterns

Order volume is concentrated in a small number of cities, with **Imphal, Dhanbad, Kavali, and Haridwar** leading in total orders. This concentration indicates strong regional demand pockets rather than uniform national penetration. These insights can guide **city-level marketing investments, warehouse placement, and delivery partnerships** to further optimize cost and service levels in high-performing regions.

Product Category & SKU Performance

From a category perspective, **Colors, Sweets, and Soft Toys** dominate revenue contribution, while **Mugs and Plants** show relatively lower performance. At the product level, **Magnum Set, Quia Gift, and Dolores Gift** emerge as top-performing SKUs. This suggests that customers prefer **bundled or premium gift items** over single, utility-based products. These findings support rationalizing the product catalog and prioritizing high-margin bundles.

Intraday Revenue Behavior

Hourly revenue trends reveal higher spending during **midday and evening hours**, indicating that customer ordering behavior aligns with leisure time rather than working hours. This insight can be leveraged for **time-based promotions, push notifications, and ad scheduling** to maximize conversion rates.

Key Strategic Insights

- Operations are **scalable**, with delivery time unaffected by order volume.
- Revenue is **event-driven**, requiring strong occasion-based planning.
- Demand is **geographically concentrated**, enabling targeted expansion.
- **Bundled and premium products** outperform standalone items.
- Marketing effectiveness can be improved through **time- and occasion-based targeting**.